

## Message Text

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PAGE 01 SYDNEY 02246 240459Z

21

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 COME-00 /017 W

----- 115532

R 240255Z OCT 75

FM AMCONSUL SYDNEY

TO SECSTATE WASHDC 6549

INFO AMEMBASSY CANBERRA

UNCLAS SYDNEY 2246

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: IN-STORE PROMOTION - DAVID JONES LIMITED

REF: STATE 194547

1. TIMMS AND SCANLON HAVE SIGNED STANDARD FORM  
LETTER OF INTENT. DAVID JONES TO BUY US DOLS 1,951,000  
F.O.B. VALUE. U.S. SHARE PROMOTION EXPENSES  
U.S. DOLS 25,000. PROMOTION DATES FOR SYDNEY MAY 10-22.

2. FREEMAN HAS APPROACHED LOCAL PAN AMERICAN  
DIRECTOR, AND IT APPEARS PAN AMERICAN WILL WORK WITH  
DAVID JONES DURING PROMOTION.

3. UNDERSTAND FROM FREEMAN THAT PROMOTION WILL  
BE BASED ON:

- A. HAWAII THEME
- B. MOTION PICTURE COSTUME DISPLAY
- C. AMERICAN INDIAN DISPLAY
- D. LINCOLN MEMORABILIA
- 3. SMITHSONIAN DINOSAUR DISPLAY
- F. SHOW FROM MUSEUM OF MODERN ART.

4. POST WILL BEGIN WORK ON CONTRACT AS SOON  
AS DEPARTMENT'S AUTHORITY RECEIVED TO PROCEED ON BASIS  
OF FIGURES CONTAINED IN LETTER OF INTENT.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 OCT 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975SYDNEY02246  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750369-1150  
**From:** SYDNEY  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Legacy Key:** link1975/newtext/t19751022/aaaaatur.tel  
**Line Count:** 60  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 194547  
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**Review Date:** 09 OCT 2003  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION - DAVID JONES LIMITED  
**TAGS:** BEXP, AS  
**To:** STATE  
**Type:** TE  
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